



## Summer School Clear Your Desks!

Let's see what we've learned these past few months.

1. Results from the front facing camera on a smart phone are the same as from the rear facing camera. \_\_\_\_T \_\_\_\_F
2. a 50mm lens refers to
  - a> the angle of view of a focal length
  - b> the distance from the nodal point to the plane of focus at infinity
  - c> the diameter of the front lens element
  - d> a "normal" lens
3. When buying a cable to connect electronic items, which type cable should deliver the best signal?
  - a> carbon filaments with aluminum tips
  - b> aluminum filaments with gold tips
  - c> copper strands with gold tips
  - d> glass fibers with yellow tips
4. Assuming equal quality, which photo storage medium is most permanent?
  - a> memory card
  - b> hard drive
  - c> CD/DVD
  - d> print
  - e> "cloud" storage
  - f> flash memory "stick"
5. A computer or phone screen's image is typically 72 dots per inch (dpi) resolution. To print an image, how many more dpi are required?
  - a> 2X
  - b> 3X
  - c> 4X
  - d> 6X

6. A .JPG file is referred to as a "lossy" file. This means that each time it is saved, its quality deteriorates. \_\_\_\_T \_\_\_\_F
7. All products from the same manufacturer are of equal quality. \_\_\_\_T \_\_\_\_F
8. Holding a camera at arm's length is as steady as holding a camera up to your eye. \_\_\_\_T \_\_\_\_F
9. Photographs taken with film are clearer and sharper than those taken with digital cameras. \_\_\_\_T \_\_\_\_F
10. A photo taken by a camera mounted on a tripod is always sharper than a photo taken by the same camera hand held. \_\_\_\_T \_\_\_\_F

The answers have appeared in previous issues of the newsletter. They will also appear next month.

## Earthquake Fallout Continues

Last week Olympus mailed all its dealers worldwide a Notice of Force Majeure Event. In this document, they stated that, at best, there will be a very limited supply of cameras from now through December. This notice permits Olympus to legally break contracts to any and all customers regarding product deliveries.

Olympus is not alone. Nikon has stated that several models introduced last winter will not be available until 2017. Sony has cancelled all promotions on all cameras for the foreseeable future. Fujifilm is due to announce a new model this week, but they have not said when deliveries are to be expected.

Canon and Panasonic are not dependent upon the Kumamoto sensor factory and

should have products as normal.

This writer does not know if chips other than sensors made at this facility are used in Canon and Panasonic products. Ricoh/Pentax has been mum.

This is a Photokina year, when all photo industry manufacturers, distributors, exporters and importers meet at Cologne, Germany. This biennial meeting sets just about every detail of the photographic marketplace for the following two years. So far, Olympus and Sony have announced that they are cancelling product introductions and announcements at Photokina. It is anticipated that Nikon will be following suit.

Faced with the fact that cameras will basically be unavailable this summer and fall, expect the camera makers to promote their lenses and flashes. Tamron, Tokina and Sigma will have to respond.

It's going to be an interesting year.

## Snap Shots

There are a couple of Photo Ops coming later this July...

The annual celebration of the feast of Our Lady of Mt. Carmel will be hosted by the Mt. Carmel Society of Berkeley Heights. The four day festival (July 13-16) features rides for all ages, great food, games of skill, vendors, processional parade on the morning of July 16th, and two fireworks displays by Garden State Fireworks including the highly regarded Fireworks Extravaganza on July 16th. The 9:30 fireworks are for kids, and the arguably best display in N.J. starts at 11:00.

On July 30 the Madison Public Library, the Madison Rotary Club and the Madison YMCA again will present *Touch a Truck* from 1:00 - 3:00. Dozens of trucks will be on hand for kids to climb on and explore. There will also be antique and

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new railroad memorabilia and model train displays. Starting at 11:00 am there will be a 2 hour magic show. For more information, visit [www.friends-madisonnjlibrary.org](http://www.friends-madisonnjlibrary.org).

You've been reading this issue long enough - Now it's time to go take pictures! You'll enjoy yourself because photography is fun!



In our next issue we will present several of the photographs taken by our "students" during our Photo Field Trip. Expect to be favorably impressed.

## A New Service

All camera makers have issued firmware updates for most of their better cameras. Some updates allow better communication with more modern Microsoft Windows or Mac O.S. operating systems. Some updates improve photo functions, such as focusing speed, color accuracy, noise reduction, image stabilization, etc.

You can download and install your camera's update for free, but there is a risk of a faulty update procedure resulting in a trip back to the manufacturer. Some updates are simple to do, some are more complicated and some take a long time. Some cameras have had several updates published which had to be done in the proper sequence.

Members of our staff in each store are qualified and experienced in updating cameras, and can perform this service on your camera(s). A nominal price is charged, which varies with the difficulty and complexity of each camera model. Most cameras are ready the next day. Stop by or call us for additional information.



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